

RJR RESPONSIBILITY:	JIM MERUSI	CHAIN NAME : SHAWS	CHAIN 51853 4745
		CID #: 1137-XX-XX	AUTHORIZATION:
VM #:	47446	3RD QTR 1998 WORKPLAN	MARTY KAHAIYAN
DATE	7/15/98		TITLE:
			508-378-3020EX33426
			PHONE #:

MONTH	JULY					AUG				SEPT			
	3/30	6	13	20	27	3	10	17	24	7	14	21	28
RJR FULL PRICE PROMOTION	NO ACTIVITY					NO ACTIVITY				NO ACTIVITY			
RJR SAVINGS PROMOTION	IN STORE DISCOUNTING ACCORDING TO CEILING STRATEGY					IN STORE DISCOUNTING ACCORDING TO CEILING STRATEGY				IN STORE DISCOUNTING ACCORDING TO CEILING STRATEGY			
RJR PRIVATE LABEL PROMOTION	<u>PILOT</u> 20 CENT PER PACK \$2.00 PER CTN PRICE REDUCTION					<u>PILOT</u> 20 CENT PER PACK \$2.00 PER CTN PRICE REDUCTION				<u>PILOT</u> 20 CENT PER PACK \$2.00 PER CTN PRICE REDUCTION			
RJR WORK PLAN PROMOTIONS	NO PROMOS					NO PROMOS				NO PROMOS			
RJR POINT OF DIFFERENCE						NONE THIS QUARTER.							
INITIATIVES / TEMP DISPLAY/ INTRODUCTIONS	<div> <div>Sales</div> <div>Retail</div> <div>1221</div> <div>1222</div> <div>1223</div> <div>1224</div> <div>1225</div> </div>					<div> <div>1222</div> <div>1223</div> <div>1224</div> <div>1225</div> </div>							
NOTES	<div> <div>1226</div> <div>1229</div> <div>1240</div> <div>1244</div> </div>					<div> <div>FC</div> <div>MS</div> <div></div> <div>RSM</div> </div>				<div> <div>SC</div> <div>FA</div> <div></div> <div>RBM</div> </div>			